

BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, DC 20554

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IN RE:)
WWL-TV, WDSU-TV, WVUE-TV,)
WLAE-TV, WYES-TV, WGNO-TV,)
WNOL-TV, NEW ORLEANS, LA)

No. _____

PETITION FOR RULEMAKING

1. The Commission has allocated seven VHF and UHF television licenses to metropolitan New Orleans, Louisiana: WWL-TV, WDSU-TV, WVUE-TV, WLAE-TV, WYES-TV, WGNO-TV, WNOL-TV.

2. The business offices and studios of all seven stations are located in Orleans Parish. Four of them are located in the central business district.

3. The 1990 U.S. Census show that 61% of the residents in the metro New Orleans viewing area live outside Orleans Parish. Only 39% of viewers live in Orleans Parish. Population trends show that the outmigration from Orleans Parish to surrounding parishes will continue. Orleans Parish is no longer the center of the metropolitan economy. See attached article from the January 31, 1994 edition of the Times-Picayune.

4. The seven television stations focus their attention on the interests of the viewers of Orleans Parish. Although some have a bureaus and reporters other parishes, most of their attention is devoted to the interests of the 39% of viewers who live in Orleans Parish. Their policy toward the interests of the 61% of viewers who live outside the parish is benign neglect.

5. Allocating 100% of the television licenses to a parish where only 39% of the viewers live is no in the public interest, convenience, and necessity. The political, economic, and social interests of the viewers in Orleans Parish are materially different from the interests of those in the surrounding parishes.

6. The Commission should allocate at least four of the seven licenses to licensees whose offices and studios are located in one of the surrounding parishes.

WHEREFORE, the Commission ought to initiate a rule making proceeding to determine whether allocating 100% of the television stations to Orleans Parish is in the public interest, convenience, and necessity, and whether four of the seven licenses should be allocated to licensees who maintain offices and studios in one of the surrounding parishes.

Dated: February 4, 1994


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Tammany, Jeff lead area growth

By **DREW BROACH**
Staff writer

The New Orleans area has regained population it lost in the 1980s, thanks largely to a comeback in Jefferson Parish and St. Tammany's continuing boom, new estimates show.

New Orleans proper is still shrinking, although the loss has slowed since the early '80s.

Estimates for 1993 were compiled at Louisiana Tech University's College of Business and Administration, which gauges population annually, and were released last week by MetroVision. The estimates are derived from

the census, birth and death records, school enrollments and taxpayer address changes.

St. Bernard, St. Charles and St. John the Baptist parishes posted healthy gains in 1993, although St. John's growth over the past three years was considerably slower than its rapid clip in the '80s. Plaquemines Parish — a population loser in the past decade — is now gaining.

MetroVision President James W. Monroe attributed the area's overall growth to a brighter economy, pointing to the burgeoning gambling industry and better job prospects in health care and tourism.

POPULATION TRENDS

Orleans	557,927	496,938	493,021	-0.8%
Plaquemines	26,049	25,575	26,075	+2.0
St. Charles	37,259	42,437	44,052	+3.8
St. Tammany	110,869	144,508	155,990	+7.97

Source: Census Bureau, Louisiana Tech University

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